

# [MLMLegal.com](http://MLMLegal.com) has a New Face!

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How long has it been since you've visited MLMLegal.com? Are you someone who's been visiting our website for years? You'll be surprised to see that we've given MLMLegal.com a new face! And we are working on updating more pages throughout 2016!

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MLMLegal.com - LEADING U.S. MLM ATTORNEY AND NETWORK MARKETING INDUSTRY EDUCATOR

**FREE**  
MLM Startup  
Manual

**Welcome to MLMLegal.com**

*Let Us Be Your Guide.*

CLICK HERE

We've started companies like Melaleuca, Usana, Nerium, Nikken, Excel, and Team National.

We've been a primary MLM legal and business advisor to New York Stock Exchange (NYSE) companies like Avon, Herbalife and NuSkin.

Whether you are a direct selling [startup](#) or [established MLM company](#), we are here and available to be your [most trusted business advisor and MLM attorney](#).

As you can see, a new and easy-to-use navigation bar helps visitors easily find what they are looking for, whether it be the blog, articles, videos, MLM resources, conference pages, or one of the many other resources we have on our website for direct sellers.

The main homepage image was provided by expert MLM Attorney himself! Jeff Babener! While on a trip to Europe. These beautiful mountains provide us with the metaphor "Let Us Be Your Guide." Let the Law Office of Babener and Associates, MLMLegal.com, guide you through the sometimes difficult MLM industry and its legal climate. As experienced network marketing attorneys, who have been in the industry for three decades, and who have represented companies such as Melaleuca, Avon, Herbalife, NuSkin, USANA, Nerium, Excel, and Team National, we have the experience and credibility to help you navigate the direct selling industry.

Let us be your guide through the education we provide throughout our website in the form of articles, videos, and MLM resources. Or, let us be your guide in helping you start or run your direct selling company; we advise in all of the legal aspects of starting up or running MLM, network marketing companies.

Consider us your "concierge," legal advisor, available to you 24/7.

*We know this business.*

We even teach direct selling at universities and at the Direct Selling Association (DSA), and we have chaired more than 70 national conferences on starting and running the MLM company.

*Your success is imperative to us.*

- ~ Call us at [503-226-6600](tel:503-226-6600).
- ~ Request a [FREE MLM Startup Manual](#).
- ~ Attend the [MLM Startup Conference](#).
- ~ Subscribe to our new, informative e-newsletter, [MLM News Global](#).

HOT TOPICS IN THE NETWORK MARKETING INDUSTRY

## What's New at MLMLegal.com?

**New!!** ["Vemma: Preparing for the FTC Ambush" Article](#)

**New!!** ["Vemma Preliminary Injunction... First Take" Article](#)

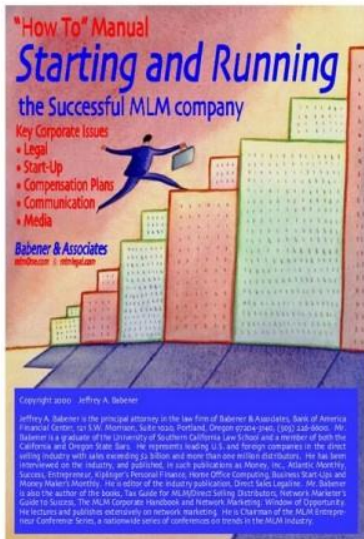
**New!!** ["Vemma vs. FTC Guidance for the Direct Selling Industry" Article](#)

**New!!** [Announcing MLM News Global, an E-Newsletter, An Imperative for Anyone in the Direct Selling Industry.](#)

Our new homepage offers you quick and easy-to-find links so that you can easily contact us, request a free MLM Startup Manual, gather information regarding our next MLM Startup Conference, or subscribe to our new newsletter, MLM News Global.

The new MLMLegal.com homepage still features new content, this time under its own, clearly-outlined section.

## FREE MLM Startup Manual



Request your FREE copy of the *Starting and Running the Successful MLM Company* manual. Some chapters include:

- ~ Legal Issues
- ~ MLM Law in 50 States
- ~ FDA Health Claims: The Final Rules
- ~ The Snail that got Mugged: FTC v. Direct Selling
- ~ Start-up Issues
- ~ Incorporating the Network Marketer
- ~ Five Dynamics that Drive a MLM Company
- ~ Product
- ~ Creating Your Next Million Dollar Product
- ~ Treasure Hunting for New Products
- ~ Compensation Plans
- ~ Compensation Plan Conversion: Direct Sales to MLM
- ~ Your Compensation Plan's Competitive Edge
- ~ Communications and Media
- ~ Focus on the Mission... Not the Commission!
- ~ When the Media Calls... Who Answers the Phone?

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Visit [Legaline Publications](#) for a full list of our books, brochures, DVDs, and more.

Scroll down some more to find exactly what you were looking for, such as the free MLM Startup Manual. The articles inside are clearly outlined for you. And, you can click the image or the text links to be taken to the online form request page.

What else is important?

# The *Starting and Running the Successful* *MLM Company Conference*

An **ACTION CONFERENCE** for startup and existing direct selling companies. Check out the expert **speakers**.



The Next *Starting and Running the Successful MLM Company Conference* - Oct. 22 & 23, 2015 - Las Vegas, NV

EDUCATIONAL MLM VIDEOS

## Educational Videos for Owners and Consultants

Visit our **videos** page for over 140 **videos covering common questions and concerns in the direct selling industry**, including startup, software, technology, compensation plans, legalities, startup kits, products/services, trademarks, pyramid schemes, MLM startup conference, FAQ, merchant accounts, industry history, and so much more.

A scrolling carousel provides you with images taken of past conferences and directs your eye and mouse directly to the page where you can find out when the next conference takes place.

And now, you can find all of Jeff Babener's videos (over 100!) in one location, the homepage!



POPULAR ARTICLES

## Timely Articles on the Network Marketing Industry

✓ **FTC Proposed Business Opportunity Rule: Analysis and Updates**

In April 2006, the FTC released a sweeping proposed change in its FTC Business Opportunity Rule. The proposal was immediately and strongly criticized by representatives of and experts in the MLM, Direct Sales, Direct Selling, Network Marketing and Party Plan industry.

[read more »](#)

✓ **BurnLounge Appeal Decision: Guidance on Pyramid v Legitimate MLM and the Role of Personal Use in Pyramid Analysis**

On June 2, 2014, in the case of *FTC v. BurnLounge*, the U.S. Court of Appeals for the Ninth Circuit issued a seminal decision, affirming a lower court finding that the BurnLounge MLM (multilevel marketing) program was an illegal pyramid

[read more »](#)

✓ **Herbalife: Belgian Appeal Court: Herbalife is No Pyramid, Validates Legitimacy - The Next Chapter in Personal Use**

So says a Belgian Appeal Court about American direct selling/network marketing company, Herbalife, a company with thousands of distributors in more than 80 countries.

...Right along with Mr. Babener's most popular industry articles!

✓ **FTC v. BurnLounge: Lessons Learned for MLM/Direct Selling**

*FTC v. BurnLounge*: 10 point mini-primer and action plan on the "personal use" issue. FTC stated policy has been to prosecute egregious pyramid schemes as opposed to mainstream direct selling. By and large, this has been the case since the famous 1979 FTC Amway unsuccessful prosecution.

[read more »](#)

✓ **Herbalife: What Short Sellers Missed on the Way to the Press Conference...**

The 2012 billion dollar short seller attack on Herbalife, a 32 year old NYSE listed direct seller of nutritional products in 80 plus countries with annual sales in excess of \$3 billion, is akin to a replay of seminal challenge to the MLM/Direct Selling model, won by Amway in 1979. In the *Matter of Amway*, 93 F.T.C. 618 (1979).

[read more »](#)

✓ **FTC Guidelines on Endorsements and Testimonials**

Welcome to the MLM Legal Com Resource Center regarding the FTC Guidelines on Endorsements and Testimonials. In this Center will be found significant and detailed resource information on the FTC Guidelines as they impact MLM, Direct Selling, Network Marketing and Party Plan.

[read more »](#)

✓ **Vemma vs. FTC: Guidance for the Direct Selling Industry - Welcome to the Future**

On August 17, 2015, the FTC filed a complaint in U.S. District Court in Arizona, seeking a permanent injunction against Tempe-based Vemma International Holdings, Inc., a long-time direct selling marketer of health-related products. The FTC was successful in obtaining a temporary restraining order, which shut the company and froze its assets.

[read more »](#)

✓ **Vemma Preliminary Injunction Order... First Take**

On August 17, 2015, the FTC filed a complaint in U.S. District Court in Arizona seeking a permanent injunction against Tempe-based Vemma International Holdings, Inc., a long-time direct selling marketer of health-related products. The FTC was successful in obtaining a temporary restraining order, which shut the company, froze its assets and placed it under the control of a court-appointed receiver.

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✓ **Vemma: Preparing for the FTC Ambush**

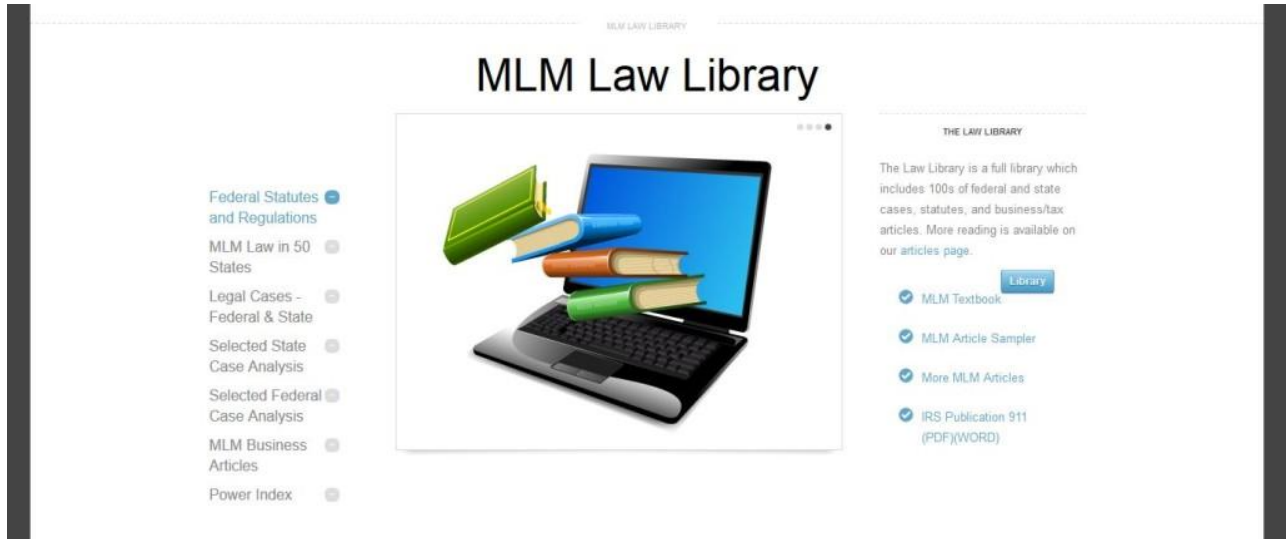
On August 17, 2015, the life of Vemma (and its owners) was completely upended by an FTC lawsuit which challenged the company's practices as a pyramid scheme. A Temporary Restraining Order resulted in the close of the business, an asset freeze and a receiver in charge. Everything came to a screeching halt. As it turns out, in the court filings, the FTC sought to "hang" Vemma with its own words... a product of a world of instant communications in which everything, we do or say, is on public display.

[read more »](#)

And don't forget about the rest of the MLM, network marketing, direct selling content on

MLMLegal.com! The Law Library is where you can find all of Mr. Babener's articles, federal and state cases, MLM law in 50 states, MLM business articles, IRS 911 Publication, and so many more article index pages that can be easily navigated.

*Hint:* Each new webpage now has related video and page content at the end of each webpage.



As does our new homepage! The end of each page has links to related material, or other related pages that we suggest that you visit while you're here! On the homepage, we suggest that you visit the MLM Startup Conference page, request a FREE copy of the MLM Startup Manual, and visit our Contact Us page.

**MLM Startup Conference**

The *Starting and Running the Successful MLM Company Conference* in Las Vegas. Sign up to attend today!

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KEY MLM RESOURCES


**MLMAttorney.com**



The site for legal information that impacts MLM companies.

[www.mlmattokey.com](http://www.mlmattokey.com)


**Sheffield Resource Network**



The best from compensation plans to total mlm startup.

[www.sheffieldnet.com](http://www.sheffieldnet.com)

**Trinity Software**



Trinity Software offers Firestorm®, its flagship Direct Selling Software Platform.

[www.trinitysoft.net](http://www.trinitysoft.net)

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**MLM News Global**



MLM News Global, an industry e-newsletter originating from one of the most trusted and respected direct selling websites, MLMLegal.com.

[www.mlmlnewsglobal.com](http://www.mlmlnewsglobal.com)

**Networking Star**



A great online magazine and resource for network marketing.

[www.networkingstar.com](http://www.networkingstar.com)

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And finally, at the bottom of the pages at our new website are links to our social networking pages! Follow us on Twitter! Friend us on Facebook! Like our Facebook page! Visit us on LinkedIn or Google+! There are lots of easy ways to stay in touch with us and now we've made it easy for you to find us online!

We thought a lot about you when redesigning our new website. We hope you find it more manageable yet still famous for being full of lots of useful content!

If you are interested in attending the *Starting and Running the Successful MLM Company* conference visit our [conference page](#), view our [speaker list](#), or [get more details](#). All executives/owners of direct selling companies are welcome to attend. Call 800-231-2162 to register.

Our next *Starting and Running the Successful MLM Company* Conference takes place February 25 & 26, 2016 in Las Vegas. View our [conference flyer and speaker](#) list online. Participate in our [Innovation Campaign](#) for your chance to receive TWO FREE TICKETS to attend our next conference.

If you're reading this blog post and the conference dates above have passed, check our [website](#) for the current conference dates.

Sign up for the [MLM News Global newsletter](#) for top headlines, news stories, scam alerts, videos, articles, and more information on the network marketing industry.

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